

ORDER



Orders
Order / Rev: 57018
Alt Order #: 09820465
Product Desc: OBAMA FOR AMERICA A
Estimate: 1798
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: CIA - O

Fox 30 JAX

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	80	\$10,275.00	\$8,733.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	80	\$10,275.00	\$8,733.75	0.00
Totals	80	\$10,275.00	\$8,733.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	15%	\$10,275.00
Market	100%	\$68,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	1%	\$685.00
ETEV	0%	\$0.00
UNKWN	61%	\$41,785.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	23%	\$15,755.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WAWS	09/18/12	09/24/12	M-Th 430a-5a Action News @ 430a	CM	4:30 XM-5:00 XM	MTWTF--	:30	5	\$5.00	P-3	0.00	NM	5	\$25.00
ANJ-430A FOX30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			5			\$5.00		0.00			
2	WAWS	09/18/12	09/24/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$15.00	P-3	0.00	NM	5	\$75.00
ACTION NEWS AT 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			5			\$15.00		0.00			

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Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WAWS	09/18/12	09/24/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$15.00	P-3	0.00	NM	5	\$75.00
ACTION NEWS AT 5AM															
3	WAWS	09/18/12	09/24/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$20.00	P-3	0.00	NM	5	\$100.00
ACTION NEWS AT 530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			5			\$20.00			0.00		
4	WAWS	09/18/12	09/24/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
ACTION NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			5			\$25.00			0.00		
5	WAWS	09/18/12	09/24/12	Action News @ 7a Action News @ 7a	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
FOX MORNING ACTION NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			5			\$25.00			0.00		
6	WAWS	09/18/12	09/24/12	Action News @ 8a Action News @ 8a	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
FOR MORNING ACTION NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			5			\$25.00			0.00		
7	WAWS	09/23/12	09/23/12	Su 11a-12p FOX News Sunday	CM	11:00 AM-12:00 PM	-----S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	-----S			1			\$70.00			0.00		
8	WAWS	09/18/12	09/24/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	MTWTFSS	:30	4	\$280.00	P-3	0.00	NM	4	\$1,120.00
ACTION NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTFSS			4			\$280.00			0.00		
9	WAWS	09/18/12	09/24/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	MTWTFSS	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
ACTION NEWS @ 1030PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTFSS			4			\$150.00			0.00		
10	WAWS	09/18/12	09/24/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$50.00			0.00		
11	WAWS	09/18/12	09/24/12	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$40.00			0.00		
12	WAWS	09/18/12	09/24/12	M-F 12p-1p Jerry Springer	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$40.00			0.00		
13	WAWS	09/18/12	09/24/12	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
JEREMY KYLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$40.00			0.00		
14	WAWS	09/18/12	09/24/12	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
JUDGE BROWN/WE PEOPLE															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	WAWS	09/18/12	09/24/12	M-F 2p-3p M-F 2p-3p JUDGE BROWN/WE PEOPLE	CM	2:00 PM-3:00 PM	MTWTF--	:30	4	\$40.00	P-3	0.00	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		4			\$40.00			0.00			
15	WAWS	09/18/12	09/24/12	M-F 3p-4p The Doctors	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3			\$40.00			0.00			
16	WAWS	09/18/12	09/24/12	M-F 4p-5p Dr Phil	CM	4:00 PM-5:00 PM	MTWTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3			\$50.00			0.00			
17	WAWS	09/18/12	09/24/12	M-F 5p-530p Family Feud	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3			\$80.00			0.00			
18	WAWS	09/18/12	09/24/12	M-F 530p-6p Family Feud	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3			\$80.00			0.00			
19	WAWS	09/18/12	09/24/12	M-F 6p-630p HOW I MET YOUR MOTHER	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		3			\$80.00			0.00			
20	WAWS	09/18/12	09/24/12	M-F 730p-8p The Simpsons	CM	7:30 PM-8:00 PM	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/18/12	09/24/12	MTWTF--		5			\$150.00			0.00			
21	WAWS	09/24/12	09/24/12	Mon Reg 1 Mon Reg 1 BONES	CM	8:00 PM-9:00 PM	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$900.00			0.00			
22	WAWS	09/24/12	09/24/12	Mon Reg 2 Mon Reg 2 MOB DOCTOR	CM	9:00 PM-10:00 PM	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	M-----		1			\$1,200.00			0.00			
23	WAWS	09/19/12	09/19/12	X Factor X Factor	CM	8:00 PM-10:00 PM	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--W----		1			\$1,000.00			0.00			
24	WAWS	09/23/12	09/23/12	FOX NFL Sunday FOX NFL Sunday	CM	12:00 PM-1:00 PM (12:00 PM-1:00 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$700.00			0.00			
25	WAWS	09/23/12	09/23/12	NFL 4p Singleheader NFL 4p Singleheader	CM	4:00 PM-8:00 PM (4:00 PM-8:00 PM)	-----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S		1			\$1,700.00			0.00			
													Totals	80	\$10,275.00